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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	92046185
Party	Defendant Pro Football, Inc.
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Attachments	Appendix part 33_Jacoby Exs. 1-2_Part2.pdf ( 20 pages )(2051586 bytes )

117. Jacoby, J. and Raskopf, R.L. (1986) Disclaimers in trademark infringement litigation: More trouble than they are worth? The Trademark Reporter, 76, (1) 35-58.
118. Jacoby, J., Troutman, T. and Whittler, T. (1986) Viewer miscomprehension of the 1980 Presidential Debate, Political Psychology, 7 (2), 297-308.
119. Mazursky, D. and Jacoby, J. (1986) Exploring the development of store image, Journal of Retailing, 62 (2), 145-165.

#### 1987

120. Jacoby, J., Jaccard, J.J., Kuss, A., Troutman, T. and Mazursky, D. (1987) New directions in behavioral process research: Implications for social psychology, Journal of Experimental Social Psychology, 23 (2), 146-174.
121. Jacoby, J. (1987) Book review: "Survey questions: Handcrafting the standardized questionnaire" Journal of Marketing Research, 24 (3), 322.

#### 1988

122. Jacoby, J. and Hoyer, W.D. (1988) The miscomprehension of print communications: Selected findings. Journal of Consumer Research, 15, 434-443.
123. Jacoby, J. (1988) Research quality and the frailty of verbal report data. The Sixth Annual ARF Research Quality Workshop, Transcript Proceedings. Sept., 103-108.

#### 1990

124. Jacoby, J. and Hoyer, W.D. (1990) the Miscomprehension of Mass Media Advertising Claims: A Re-Analysis of Benchmark Data. Journal of Advertising Research, June, 30 (3), 9-16.

#### 1991

125. Jacoby, J. (1991). Experimental designs in deceptive advertising and claim substantiation research. In: Cynthia M. Hampton-Sosa (Eds.) Advances in Claims Substantiation. NAD: Council of Better Business Bureaus, pages 119-141.
126. Jacoby, J. and Handlin, A.H. (1991) Non-probability designs for litigation surveys, The Trademark Reporter, 81, 169-179.

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127. Jacoby, J., Hoyer, W.D. and Brief, A. (1992) Consumer and Industrial Psychology: Prospects for theory coroboration and mutual contribution. In Marvin Dunnette (ED.) The Handbook of Industrial and Organizational Psychology, 2nd Edition, 377-441.

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128. Jacoby, J. (1993) Consumer psychology: Whither vs. wither. The Communicator, Newsletter of APA-Division 23, Volume 27 (4), June, pages 7-8.
129. Jacoby, J. (1993) "Scholarly impact" in consumer research: Evidence of convergent validity. ACR Newsletter (December), 16-18.

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130. Jacoby, J. (1994) Misleading research on the subject of misleading advertising. The Food and Drug Law Journal, 49 (1), 21-36. REPRINTED IN: Advertising Law Anthology. Volume 17, Part II (July-December 1994). International Library, Arlington, VA. Pages 231-248.
131. Jacoby, J. (1994) Erratum and supplementary data for "Scholarly impact in consumer research." ACR Newsletter (March) page 12.
132. Jacoby, J. (1994) Ethical issues in consumer research. In C.T. Allen and D. Roedder-John (Eds) Advances in Consumer Research. (Eds.) Vol. 21, p. 565.
133. Jacoby, J., Handlin, A.H. and Simonson, A. (1994) Survey evidence in deceptive advertising cases under the Lanham Act: An historical review of comments from the bench. The Trademark Reporter, 84 (5), 541-585. REPRINTED IN: Advertising Law Anthology. Volumn 17, Part II (July-December 1994). International Library, Arlington, VA. Pages 857-904.
134. Jacoby, J., Jaccard, J.J. Currim, I., Kuss, A., Ansari, A., & Troutman, T. (1994) Tracing the impact of information on higher-order mental processes: The shape of uncertainty reduction. Journal of Consumer Research, 21 (2), 291-303.
135. Jacoby, J. and Szybillo, G.J. (1994) Why disclaimers fail. The Trademark Reporter, 84 (2), 224-244.

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136. Jacoby, J. (1995) Ethics, the dark side of ACR: Implication for our future. In Frank Kardes and Mita Sujan (Eds.) Advances in Consumer Research, Association for Consumer Research. Vol. 22, 21-47.
137. Jacoby, J. and Szybillo, G.J. (1995) The FTC v. Kraft: A case of Heads we win, Tails you lose? Journal of Public Policy and Marketing, 14 (1), 1-14.

ORAL PRESENTATIONSACADEMIC AND SCHOLARLY CONFERENCES: REFEREED PAPERS AND ADDRESSES

1. Jacoby, J. Accuracy of person perception as a function of dogmatism. Presented at the 77th Annual Convention of the American Psychological Association, September 1969, Washington, D.C. (See Article #8.)
2. Jacoby, J. Heider's balance model and negative source influence. Presented at the 1st Annual Conference of the Association for Consumer Research, University of Massachusetts, August 1970. (Available as Working Paper PPCP No: 110).
3. Jacoby, J., Olson, J.C. and Haddock, R.A. Quality perception as a function of price, brand name, and product composition characteristics. Presented at the 1st Annual Conference of the association for Consumer Research, University of Massachusetts, August 1970. (See Article #18.)
4. Jacoby, J. Innovation proneness as a function of personality. Presented at the American Marketing Association's Fall Conference, Boston, Massachusetts, August 1970. (See Article #10.)
5. Deering, B. J. and Jacoby, J. The effect of "alternative relationships" and "relative resources" on consumer decisions between mother and child. Presented at the 2nd Annual Conference of the Association for Consumer Research, College Park, Maryland, September 1971. (See Article #15.)
6. Jacoby, J. Brand loyalty: A conceptual definition. Presented at the 79th Annual Convention of the American Psychological Association, Washington, D.C., September 1971. (See Article #21.)
7. Olson, J. C. and Jacoby, J. A construct validation study of brand loyalty. Presented at the 79th Annual Convention of the American Psychological Association, Washington, D.C., September 1971. (See Article #22.)
8. Jacoby, J. Establishing the construct validity of opinion leadership. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #22.)
9. Olson, J. C. and Jacoby, J. Cue utilization in the quality perception process. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #29.)

10. Hollander, S.W. and Jacoby, J. Improving brand recall through "split" commercials. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #34.)
11. Deering, B.J. and Jacoby, J. Price intervals and individual price limits as determinants of product evaluation and selection. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #25.)
12. Deering, B.J. and Jacoby, J. Risk reduction and risk enhancement as strategies for handling risk in consumer decisions. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #26.)
13. Jacoby, J. and Kaplan, L.B. The components of perceived risk. Presented at the 3rd Annual Conference of Association for Consumer Research, University of Chicago, November 1972. (See Article #23).
14. Szybillo, G.J. and Jacoby, J. The relative effects of price, store image, and composition differences on product evaluation. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See article #30.)
15. Heimbach, J.T. and Jacoby, J. The Zeigarnik effect in advertising. Presented at the 3rd Annual Conference of the Association for Consumer Research, University of Chicago, November 1972. (See Article #27.)
16. Jacoby, J., Kohn, C.A. and Speller, D.E. Time spent acquiring product information as a function of information load and organization. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #31.)
17. Hart, E.W., Jr. and Jacoby, J. Novelty, recency, and scarcity as predictors of perceived newness. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #33.)
18. Kohn, C.A. and Jacoby, J. Operationally defining the consumer innovator. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #35.)
19. Szybillo, G.J., Jacoby, J. and Busato, J. Effects of integrated advertising on perceived corporate hiring policy. Presented at the 81st Annual Convention of the American Psychological Association, Montreal, Canada, August 1973. (See Article #36.)

20. Olson, J.C. and Jacoby, J. Measuring multi-brand loyalty. Presented at the 4th Annual Conference of the Association for Consumer Research, Boston, Massachusetts, November 1973. Abstract appears in: S. Ward and P. Wright (Eds.), Advances in Consumer Research, 1973, VI, 447-448.
21. Jacoby, J. and Olson, J.C. An extended expectancy model of consumer comparison processes. Presented at the 4th Annual Conference of the Association for Consumer Research, Boston, Massachusetts, November 1973. (See Article #40.)
22. Kohn, C.A. and Jacoby, J. Patterns of information acquisition in new product purchases. Presented at the 4th Annual Conference of the Association for Consumer research, Boston, Massachusetts, November 1973. Abstract appears in: S. Ward and P. Wright (Eds. ), Advances in Consumer Research, 1973, 1, 427-430. (See Article #43.)
23. Jacoby, J., Speller, D.E. and Kohn, C.A. Brand choice behavior as a function of information load: Replication and extension. Presented at the 4th Annual Conference of the Association for Consumer Research, Boston, Massachusetts, November 1973. Abstract appears in: S. Ward and P. Wright (Eds. ), Advances in Consumer Research, 1973, 1, 381-384. (See Article #42.)
24. Kyner, D.B., Jacoby, J. and Chestnut, R.W. Dissonance resolution by grade school consumers. Presented at the 6th Annual Conference of the Association for Consumer Research, Cincinnati, Ohio, November 1972. (See Article #34.)
25. Chestnut, R.W., Sheluga, D.A., Lubitz, A.L., Fisher, W. and Jacoby, J. the processing vs. storage of consumer information. Presented at the 84th Annual Convention of the American Psychological Association, Washington, D.C., September 1976.
26. Chestnut, R.W. and Jacoby, J. consumer decision making and utilization of preventative health care. TIMS/ORSA session on "Marketing research in health care." San Francisco, May 1977. (Available as Working Paper PPCP No. 170.)
27. Sheluga, D.A., Jacoby, J. and Major, B.N. Whether to agree-disagree or disagree-agree: The effects of anchor order on item response. Presented at the 8th Annual Conference of the Association for Consumer Research, Chicago, October 1977. (See Article #77.)
28. Kulich, R.J., Curran, J.P., Jacoby, J. and Mariotto, M. The application of assertiveness training techniques to the consumer salesperson dyad. Presented at the 86th Annual Convention of the American Psychological Association, Toronto, August 1978. (Available as Working Paper PPCP No. 175.)



29. Chestnut, R.W. and Jacoby, J. Product comprehension: The case of permanent vs. term life insurance. Presented at the 10th Annual Conference of the Association for Consumer Research, San Francisco, October 1979. (See Article #83.)
30. Jacoby, J. and Hoyer, W.D. What if opinion leaders didn't know more? A question of nomological validity. Presented at the 11th Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980. (See article #85.)
31. Hoyer, W.D., Jacoby, J. and Jaccard, J.J. Encoding and retention in an information acquisition and choice task. Presented at the 90th Annual Convention of the American Psychological Association, Washington, D.C., August 1982.
32. Hoyer, W.D. and Jacoby, J. Three-dimensional information acquisition: an application to contraceptive decision making. Presented at the 13th Annual Conference of the Association of Consumer research, San Francisco, October 1982. (See Article # 97.)
33. Zimmer, M. R. and Jacoby, J. The selection of a contraceptive method as a joint decision of married couples. Presented at the 91st Annual Convention of the American Psychological Association. August, 1983.
34. Jacoby, J. and Szybillo, G. The implication of replying on deceptive research to determine deceptive advertising. Presented at the 1994 Marketing and Public Policy Conference. Arlington, Va. May 13.

ACADEMIC AND SCHOLARLY CONFERENCES: INVITED PAPERS AND ADDRESSES

1. Jacoby, J. Toward a definition of consumer psychology: One psychologist's views. American Psychological Association's 77th Annual Convention (Division 23), Washington, D.C., September 1969. Delivered as part of a symposium entitled "Toward a Definition of Consumer Psychology." Chaired by Robert Perloff. (Available as Working Paper PPCP No. 101.)
2. Jacoby, J. Trends in consumer research and the future of the Association: A psychologist's perspective. The Association for Consumer Research, First Annual Conference. University of Massachusetts, August 1970. Delivered as part of a symposium. Chaired by Joel B. Cohen. Participants: Robert Ferber, John Coulson, Jacob Jacoby.
3. Jacoby, J. and Kaplan, L.B. A profile of the Division 23 members' interests, concerns, and affiliations: Responses to a Divisions 23 survey of its membership. A written report of the Committee on the Training of Consumer Psychologists presented at the Business Meeting, Division 23, American Psychological Association's 8th Annual Convention, Miami Beach, September 1970. (Available as Working Paper PPCP No. 116.)



4. Jacoby, J. and Olson, J.C. An attitudinal model of brand loyalty: Conceptual underpinnings and instrumentation research. Presented at the University of Illinois Conference on "Attitude Research and Consumer Behavior." December 1970.
5. Jacoby, J. Consumer reaction to information displays: Packaging and Advertising. Presented at "Advertising and the Public Interest," a workshop sponsored by the American Marketing Association, Washington, D.C., May 1973. (See Article #37.)
6. Jacoby, J. The role, value and training of a consultant. American Psychological Association's 82nd Annual Convention (Division 13 and 23), New Orleans, Louisiana, August 1974. Delivered as part of a symposium. Chairman: Clifford Swensen. Participants: Anthony Broskowski and Jean Driscoll; Wendell Wilkin and Patrick DeLeon; Jacob Jacoby. (Available as Working Paper PPCP No. 141.)
7. Jacoby, J. Is consumer psychology the legitimate child of social psychology? PRESIDENTIAL ADDRESS, Division of Consumer Psychology of the American Psychological Association, 82nd Annual American Psychological Association convention, New Orleans, Louisiana, September 1974. (See Article #47.)
8. Jacoby, J., Szybillo, G.J. and Berning, C.A.K. Time and consumer behavior: An interdisciplinary review. NSF (RANN) Conference "Synthesis of Consumer Behavior." Lake Geneva, Wisconsin, April 1975. Chaired by R. Ferber. (See Article #59.)
9. Jacoby, J. Information overload: Recent experimental evidence. Invited address to the Division of Consumer Psychology, American Psychological Association Convention, August 1975. Session Chairman: Monroe Friedman. Discussant: J. Edward Russo.
10. Jacoby, J. Consumer Research: Telling it like it is. PRESIDENTIAL ADDRESS, 6TH Annual Conference of the Association for Consumer Research, Cincinnati, November 1975. (See Article #56.)
11. Jacoby, J., Chestnut, R.W., Weigl, K.C. and Fisher, W. Pre-purchase information acquisition: Description of a process methodology, research paradigm, and pilot investigation. 6th Annual Conference of the Association for Consumer research, Cincinnati, November 1975. (See Article #58.)
12. Bettman, J. and Jacoby, J. Patterns of processing in consumer information acquisition. 6th Annual Conference of the Association for Consumer research, Cincinnati, November 1975. (See Article #60.)

13. Jacoby, J. and Olson, J.C. Price as a cognitive element: An attitudinal, information-processing perspective. American Marketing Association's "Attitude Research Conference," Hilton Head, South Carolina, February 1976. (Expanded version of Article #69.)
14. Chestnut, R.W. and Jacoby, J. Consumer information processing: Emerging theory and findings. Symposium on Consumer and Industrial Buying Behavior, University of South Carolina, Columbia, S.C., March 1976. (Same as Article #71.)
15. Jacoby, J. History and objectives underlying formation of ACR's Professional Affairs Committee. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. (See Article #65.)
16. Jacoby, J. History and objectives underlying formation of ACR's Professional Affairs Committee. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. (See Article #65.)
17. Jacoby, J., Chestnut, R.W., Hoyer, W., Sheluga, D.A. and Donahue, M.J. The psychometric Characteristics of behavioral process data: Preliminary findings on validity and reliability. 8th Annual Conference of the Association for Consumer Research, Chicago, October 1977. (See Article #74.)
18. Jacoby, J., Olson, J.C., Szybillo, G.J. and Hart, E.W. Jr. Behavioral science perspectives on conveying nutrition information to consumers. Presented at the International Symposium on the role of Food Components in Food Acceptance; organized by the Swiss Federal Institute of Technology and sponsored by the International Union of Food Science and Technology, the Swiss Society of Analytical and Applied Chemistry, the Swiss Society of Food Science and Technology, and the Swiss Society for Nutrition Research. Einsiedeln, Switzerland, October 1979. (See Article #90)
19. Chestnut, R.W. and Jacoby, J. Product comprehension: The case of permanent vs. term life insurance. 9th Annual Conference of the Association for Consumer Research, San Francisco, October 1979. (See Article #83)
20. Jacoby, J. A process descriptive approach to studying pre-decision information accessing behavior. VI International Symposium of the Information Sciences, Division of Humanities and Social Sciences, University of Monterrey, Monterrey, Mexico, April 1980.
21. Jacoby, J., Hoyer, W.D. and Sheluga, D.A. Miscomprehending televised communication: A brief report of findings. 10th Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980. (See Article #87)

22. Jacoby, J., Nelson, M.C. and Hoyer, W.D. Correcting corrective advertising. 10th Annual Conference of the Association for Consumer Research, Washington, D.C., October 1980. (See Article #89)
23. Chestnut, R.W. and Jacoby, J. Behavioral Process Research: Applications to Business and Public Policy. Conference of Information Processing and Decision Making Research, University of Oregon, March 1981.
24. Jacoby, J. A conceptualization of validity. 11th Annual Conference of the Association for Consumer Research, St. Louis, Missouri, October 1981.
25. Jacoby, J. Miscomprehending Televised Communication. The German Psychological Association, Frankfurt, West Germany October 1982.
26. Jacoby, J. Some social psychological perspectives on closing. IRM-ACR Conference on Personal Selling: Theory Research and Practice, New York University, May 1983.
27. Chestnut, R.W. and Jacoby, J. The impact of interpersonal attraction on salesperson effectiveness. IRM-ACR Conference on Personal Selling : Theory, Research, and Practice, New York University, May 1983.
28. Jacoby, J. and Mazursky, D. Linking brand and retailer images: The impact on perceptions of quality. IRM-ACR Conference on Quality Perceptions, Stores and Merchandise, New York University, September 1983.
29. Mazursky, D. and Jacoby, J. Forming impressions of merchandise and service quality: An exploratory study, IRM-ACR Conference on Quality Perceptions, Stores and Merchandise, New York University, September 1983.
30. Jacoby, J. The vices and Virtues of consulting: Responding to a fairy tale. 14th Annual Conference of the Association for Consumer Research, Washington, D.C., October 12, 1984.
31. Jacoby, J., Troutman, T., Kuss, A. and Mazursky, D. Experience and expertise in complex decision making. 15th Annual Conference of the Association for Consumer Research, Las Vegas, Nevada. October 1985.
32. Jacoby, J., and Hoyer, W.D. University of Illinois. The Comprehension and miscomprehension of print communications: An item level re-analysis. May, 1987.
33. Jacoby, J. The History of Behavioral Process Methods. San Francisco American Marketing Association 1994 Conference (Aug).

34. Jacoby, J. , the dark side side of ACR: Implications for our future. Fellows Address, Association for Consumer Research Annual Conference, Boston October

ACADEMIC AND SCHOLARLY CONFERENCES: CHAIRMAN OR DISCUSSANT AT SYMPOSIA, WORKSHOPS AND PAPER SESSIONS

1. Consumer psychology and siblings: Exploring mutual interests. 78th Annual Convention of the American Psychological Association, Miami Beach, Florida, September 1970. Participants: Ward Edwards, Charles A. Kiesler, John T. Lanzetta, Irwin Pollack, Harry C. Triandis. Discussants: Robert Perloff, Lewis C. Winters. Chairman: Jacob Jacoby.
2. Consumer behavior and Housing. The Association for Consumer Research, Second Annual Convention, University of Maryland, August 1971. Participants: Don Conway (Director, Research Programs, American Institute of Architects, Washington, D.C.); Richard Seaton (Environment Psychologist, Office of Academic Planning, University of British Columbia); Calvin W. Taylor (Co-Director, Architectural Psychology Program, University of Utah); and Robert Werhli (Chief, Building Systems Section, Building Research Division, IAT, U.S. Department of Commerce). Chairman: Jacob Jacoby.
3. Research on moderator variables. 1972 American Marketing Association Fall Conference, Houston, Texas, August 1972. Speakers: Richard Neilson, John L. Stanton, Michael B. Mazis, and Timothy W. Sweeney, Discussant: Peter Wright. Chairman: Jacob Jacoby.
4. Personality and consumer behavior. American Psychological Association's 81st Annual Convention (Division 23), Montreal, Canada, August 1973. Chairman: Brian Blake. participants: Harold Kassarian and Masao Nakanishi, Thomas Robertson, Raymond Schucker. Discussants: Jacob Jacoby, William Wells.
5. Workshop on brand loyalty. 1973 Association for Consumer Research, Fourth Annual Convention, Boston, Massachusetts, November 1973. Speakers: Maureen Kallick, Joseph Nearby, Jerry Olson, Jay Shaffer, Jagdish Sheth. Chairman: Jacob Jacoby. See Scott Ward and Peter Wright (Eds.), Advances in Consumer Research, Vol. 1, 1973 447-462.
6. Recent thinking in attitude theory. 83rd Annual Convention of the American Psychological Association, Chicago, Illinois, August 1975. Participants: Martin Fishbein, Jagdish Sheth, Harry Triandis, and Donald Carlson. Chairman: Jacob Jacoby.
7. Establishing standards for Professional Conduct in Consumer Research. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. Chairman: Monroe Friedman. Participants: Jacob Jacoby, Frank Walker, Charles McClintock, Brenda Gurel, and George Brosseau.

ORAL PRESENTATIONS

8. Approaches to the Study of consumer decision making from different disciplines. 7th Annual Conference of the Association for Consumer Research, Atlanta, October 1976. Chairman: Robert Ferber. Participants: Tom Bonoma, Don Granbois, Jacob Jacoby, Jagdish Sheth.
9. Response effects in field research on consumer behavior. "Does format make a difference? Three studies." American Psychological Association's 85th Annual Convention, San Francisco, August 1977. Participants: Seymour Sudman, Ed Blair, David Wackspess, Jagdish Sheth, Jacob Jacoby. Chairman: Jagdish Sheth. (Abstract appears in C. Leavitt (Ed.), Proceedings, APA's Division 23, 1978.)
10. Public policy and consumer behavior: Issues in life insurance purchasing. "Cost disclosure in life insurance purchasing." American Psychological Association's 87th Annual convention, New York, August 1979. Participants: Jacob Jacoby, William Scheel, and Walter Zultowski. Chairman: Robert Chestnut.
11. Trends in preference research. TIMS/ORSA Joint National Meeting, Detroit, April 1982. Participants: George Haines, Jr., Jacob Jacoby. Chairman: John Keon.
12. Personality and self-image. The American Psychological Association's 90th Annual Convention, Washington, D.C., August 1992. Participants: M. Joseph Sirgy, E. Mazak Bard, Isadore Newman, Daniel Greeno, Montrose S. Summers and Lorne Bozinoff. Chairman: Jacob Jacoby.
13. Serving two masters: Perspectives on consulting. Association for Consumer Research, Washington, D.C. October 1984. Participants: Russell Belk, James Bettman, Morris Holbrook Jacob Jacoby, Jagdish Sheth, Jerry Wind (and Jerry Zaltman as special moderator).
14. Dissatisfaction, complaint behavior and boycotting ACR, Toronto, Canada, October 1986. Chair: Jacob Jacoby; participants: Richard Oliver, Michella Morganosky, Hilda Buckley, Cathy Cobb, Gary Walgren, Mary Hallowed, George Belch and Michael Belch.
15. Quantitative research. AMA Doctoral Consortium, N>Y> August 1987. Participants: Richard Lutz, Donald Lehman, Joel Huber, Robert Myers. Moderator: Jacob Jacoby.
16. Marketing communication effects of consumer behavior: Legal perspectives. Annual Convention of the American Psychological Association, New York 1987. Chairman: Ivan Ross. Participants: Candace Dugan, Arnold Fried, Jacob Jacoby, Elizabeth Loftus, James Skiles, Ron Smithies, and James Swire.



17. Consumer perceptions of quality, values and satisfaction. Chairman: Jacob Jacoby. annual Conference of the American Association for advances in health care research. Snowbird, Utah. April 7, 1988.

COLLOQUIA:

1. Experimentally validating a conceptualization of brand loyalty. Department of Marketing, Pennsylvania State University, May 1972. (See Pennsylvania State University Working Series in Marketing Research No. 16)
2. Brand Loyalty vs. repeat purchasing behavior. The 1972 American Marketing Association's 5th Annual Doctoral Consortium, University of Texas, Austin, Texas, August 1972.
3. Can we have too much consumer information? Department of Entomology "Friday Forum," Purdue University, March 1974.
4. Consumer psychology as applied social psychology. (An impromptu colloquium.) Department of Psychology, University of Iowa, April 1974.
5. Consumer information processing. College of Business Administration, University of Iowa, April 1974.
6. Consumer information processing. School of Business, University of Chicago, May 1974.
7. Consumer information processing of simulated supermarket packages: A programmatic experimental approach. The American Marketing Association's 7th Annual Doctoral consortium, University of Oregon, Eugene, Oregon, August 1974.
8. Consumer information processing A programmatic approach. College of Commerce and Business Administration, University of Illinois, January 1975.
9. On defining misleading advertising. College of Commerce and Business Administration, University of Illinois, February 1975.
10. Consumer information acquisition behavior. SFB 24, University of Mannheim, Mannheim, West Germany, May 1975.
11. Consumer information axquisition behavior. Department of Psychology, Tilburg University, The Netherlands, may 1975.
12. Division of Consumer Psychology "Contact Hour." 83rd Annual Convention, American Psychological Association, Chicago, August 1975.

13. Consumer psychology as applied social psychology. An informal joint Department of Marketing and Department of Psychology graduate student colloquium, Louisiana State University, November 1975.
14. On defining and assessing misleading advertising. Department of Marketing, Purdue University, March 1976.
15. Process technology: An emerging orientation in research on consumer decision making. SFB 24, University of Mannheim, Mannheim, West Germany, June 1976.
16. Defining and assessing misleading advertising. The Free University, West Berlin, West Germany, June 1976.
17. An emerging process technology for studying consumer decision-making. Joint colloquium presented to the faculty and doctoral students in the Departments of Marketing at the University of Toronto, York University, and McMaster University, Toronto, Canada, November 1976.
18. Information processing in consumer decision making. The American Marketing Association's 10th Annual Doctoral Consortium, University of Pennsylvania, Philadelphia, Pennsylvania, August 1977.
19. Miscomprehending televised communication. Department of Marketing, University of Southern California, Los Angeles, California, January 1980.
20. Theory construction and theory assessment in consumer behavior. Department of Marketing, University of Oregon, Eugene, Oregon, March 1980.
21. The relevance and application of consumer psychology to contemporary real-world issues. Department of Psychology, University of Houston, Houston, Texas, April 1980.
22. Perspectives on consumer behavior. The American Marketing Association's 13th Annual Doctoral Consortium, Pennsylvania State University, State College, Pennsylvania, August 1980.
23. Miscomprehending Televised Communication. Department of Marketing, New York University, N.Y., N.Y., December 1980.
24. Pre-decision information accessing: A programmatic overview. Department of Psychology, New York University, N.Y., N.Y., December 1981.
25. Consumer behavior as a psychological sphere of activity. Brooklyn College - CUNY, Brooklyn, N.Y., September 1982.
26. Pre-decision information accessing: A programmatic overview. The Free University, West Berlin, West Germany, October 1982.



27. Recent advances in Behavioral Process Technology. Krannert School of Industrial Administration, Purdue University, October 1983.
28. Recent advances in Behavioral Process Technology. Leon Racanati School of Business, Tel Aviv University, December 1983.
29. Recent advances in Behavioral Process Technology. Department of Marketing, New York University, April 1984.
30. Consumer behavior as a subject for psychological inquiry. Department of Psychology, S.U.N.Y. - Albany, November 1984.
31. Recent advances in Behavioral Process Research. Department of Psychology, S.U.N.Y. - Albany, November 1984.
32. Behavioral Process Technology and advertising research, Department of Advertising, University of Illinois. September 1985.
33. The future of consumer behavior research. American Marketing Association's 19th Doctoral Consortium. Notre Dame University, August 1986.

INDUSTRY, PRACTITIONER, AND GENERAL AUDIENCES: TALKS, PAPERS, AND ADRESSES

1. An attitudinal model of multi-brand loyalty: Preliminary results and promotional strategies. Invited paper presented at the Spring Conference on Research Methodology. American Marketing Association, New York Chapter, Americana Hotel, New York City, May 1970. (See publication #15)
2. Models of consumer behavior. E.I. DuPont Company, Wilmington, Delaware, February 1970.
3. Examining the determinants of quality perception. General Electric Company, Louisville, Kentucky, October 1971.
4. Color perception in consumer behavior: The current state of the art and directions for research. E.I. DuPont Company, Wilmington, Delaware, March 1972.
5. Using social psychological prindiples to develop effective advertising. Benton and Bowles Advertising, Inc., New Yrok City, May 1972.
6. A technique for evaluating the "curb appeal" of houses. Presented at the 9th Annual Research Conference of the American Institute of Architects, Chicago, November 1972. (Brief paper co-authored with CJ. Levin.)

7. Behavioral science and consumer behavior. Lecture presented and session taught at the AT&T - Wharton School "Advanced Marketing Management Program," The University of Pennsylvania, July 1973.
8. The psychology of persuasion. Metropolitan Life Insurance Company Mini-Leaders Conference, Indianapolis, Indiana, September 1973.
9. Consumer behavior and newspaper advertising. Lecture presented and session taught at the Harrison C. MacDonald & Sons - Purdue University "Skills/Perspectives Management Seminar for Newspaper Advertising Executives," May 1974.
10. Assessing advertising effectiveness. Lecture presented and session taught at the Harrison C. MacDonald & Sons - Purdue University "Skills/Perspectives Management Seminar for Newspaper Advertising Executives," May 1974.
11. Consumer behavior and newspaper advertising. Lecture presented and session taught at the Harrison C. MacDonald & Sons - Purdue University "Skills/Perspectives Management Seminar for Newspaper Advertising Executives," October 1974.
12. Selling is persuading: The psychology behind closing sales. Presented to the Graduate Seminar at the Life Insurance Marketing Institute, Purdue University, January 1975.
13. Information acquisition behavior: Assessing what consumers do versus what they say they do. Bureau of Drugs Seminar, Food and Drug Administration (HEW), Rockville, Maryland, March 1975.
14. Ruminations of a consumer psychologist on the emerging energy crisis. Part of "Can we meet our energy needs?" A President's Council Symposium, Purdue University, April 1975.
15. Consumer information processing: How much information can consumers handle? The J.C. Penney Company "Consumer Affairs Forum," New York, N.Y., July 1975.
16. Ruminations of a consumer psychologist on the emerging energy crisis. University Distinguished Lecturer Series, Louisiana State University, November 1975.
17. Sex and symbolism in advertising. New York Copy Research Council, Harvard Club, New York, N.Y., April 1976.
18. Process technology in consumer research. Metropolitan New York Association for Applied Psychology (METRO), Harvard Club, New York, N.Y., April 1976.
19. The emerging process technology in decision research. British Market Research Society, London, England, July 1976.

20. A new approach to consumer decision making. Psi Chi invited lecture, Purdue University, February 1977.
21. Psychological skills in salesmanship. The Longley Agency annual meeting. Bar Harbor, Maine, August 1978.
22. The psychological foundations of effective selling. Life Underwriters Association of Westchester, Westchester Country Club, Rye, New York, April 1979.
23. (with Fran Jacoby) The psychology of persuasion. CNA Western/Midwest Regional Sales Meeting, Denver, June 1979.
24. (with Fran Jacoby) The psychology of pre-approach fact-finding. CNA Western/Midwest Regional Sales Meeting, Denver, June 1979.
25. (with Fran Jacoby) The psychology of persuasion. CNA Eastern/Southern Regional Sales Meeting, Atlanta, June 1979.
26. (with Fran Jacoby) The psychology of pre-approach fact finding. CNA Eastern/Southern Regional Sales Meeting, Atlanta, June 1979.
27. (with Fran Jacoby) You're 20 years behind your market. (Main Platform). Million Dollar Round Table, Annual Convention, Chicago, June 1979.
28. (with Fran Jacoby) The psychological foundations of effective selling. (Expanded Session.) Million Dollar Round Table, Annual Convention, Chicago, June 1979.
29. Insights on selling from the behavioral sciences. Century 21 salesforce of Lafayette, Indiana, February 1980.
30. The miscomprehension of televised communication. 1980 Annual Meeting of the American Association of Advertising Agencies, May 1980, The Greenbrier, White Sulphur Springs, West Virginia.
31. The miscomprehension of televised communication. Senior Staff of the Federal Trade Commission, Washington, D.C., July 1980.
32. The miscomprehension of televised communication. Chicago Sun-Times, Chicago, Illinois, August 1980.
33. Deceptive and corrective advertising. Advertising Club of Lafayette, Lafayette, Indiana, September 1980.
34. The miscomprehension of televised communication. 1980 Annual Meeting of the Western Region of the American Association of Advertising Agencies, Monterey, California, October 1980.

35. The miscomprehension of televised communication. 1980 Annual Meeting of the Central Region of the American Association of Advertising Agencies, Chicago, Illinois, November 1980.
36. Advertising: What people see and hear (A Study of Miscomprehension). 27th Annual Conference of the Advertising Research Foundation, New York, N.Y., February 1981.
37. The psychological fundations of effective selling. 1981 Sales Congress of the Life Underwriters of Jamaica, Ltd., Ocho Rios, Jamaica, May 1981.
38. The miscompreshension of televeised communication. A presentation made at open public hearings before the commissioners of the Federal Trade Commission, May 1981.
39. A consumer psychological perspective on the restructuring of financial institutions. A presentation made at the "Conference on the Emerging Financial Industry: Implications for Insurance Products, Portfolios and Planning" -- a conference jointly sponsored by the Salomon Brothers Center for the Study of Financial Institutions (N.Y.U.) and the Life Insurance Marketing and Research Association (Hartford, Connecticut), held at New York University, October 1982. (See Article #103)
40. The Institute of Retail Management: Past, Present, Future. Talk given before the Retail Research Society.
41. The miscomprehension of televised communication. BDP (the Association of German Professional Psychologists, Division of Marketing and Communication Psychology) and BVM (the Association Of German Market Researchers). Frankfort, W. Germany, October, 1982.
42. The miscomprehension of televised communication. "Lectures," St. John's University, October 1983.
43. Miscomprehending the advertising message. Top Executive Course, Leon Racanati School of Business, Te Aviv University, December 1983.
44. Deceptive and corrective advertising. Top Executive Course, Leon Racanati School of Business, Tel Aviv University, December 1983.
45. The applicatin of behavioral process psychology to advertising. Top Executive Course, Leon Racanati School of Business, Tel Aviv University, December 1983.
46. Sex and Symbolism in Advertising. Top Executive Course, Leon Rancanati School of Business, Tel Aviv University, December 1983.

47. The uses of behavioral process simulations in advertising research. BDP (The Association of German Professional Psychologists; Division of Marketing and Communication Psychology). University of Munich, West Germany, September, 1984.
48. The expert-attorney interface. Trademark and Unfair Competition Committee of the Association of the Bar of New York City, N.Y. April, 1986.
49. The comprehension/miscomprehension of print communications: Preliminary results of a study of mass media magazines. Presented to the Staff of the Federal Trade Commission. November, 1986.
50. The comprehension/Miscomprehension of print communications: Preliminary results of a study of mass media magazines. Presented to the Staff of the Food and Drug Administration. November, 1986.
51. The relationship of miscomprehension to deceptive and misleading advertising. Communication Research Council, N.Y. December, 1986.
52. The comprehension/miscomprehension of print communication: A study of mass media magazines. Presentation and press conference. Time/Life Building, N.Y. February, 1987.
53. The comprehension/miscomprehension of print communication: A study of mass media magazines. American Association of Advertising Agencies/Annual Meeting, Boca Raton, Florida, March, 1987.
54. The comprehension/miscomprehension of print communication: A study of mass media magazines. Invited presentation to the Commissioners of the Federal Trade Commission, Washington, D.C. April, 1987.
55. The comprehension/miscomprehension of print communication: A study of mass media magazines. N.Y. Communication Research Council, May, 1987.
56. The Comprehension/miscomprehension of print communication: A study of mass media magazines, Advertising Research Foundation, N.Y., May, 1987.
57. Pre-decision information accessing, N.Y. Marketing Modelers, October, 1987.
58. Consumer perception in consumer deception advertising cases. National Association of Attorneys General, Washington, DC. April, 1988.

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59. Psychological Perspective on Trademarks. Presented at a plenary session of the 110th Annual Meeting of the U.S. Trademark Association. Phoenix, Arizona. May, 1988.
60. Research quality and the frailty of verbal report data. Advertising Research Foundation Conference on Research Quality. New York. September, 1988.
61. The Why's and How's of Trademark Surveys. International Bar Association, Buenos Aires, Argentina. September, 1988.
62. Misunderstanding Mass Media Communications. NYU Advertising Club. February, 1989.
63. Advertising perception and deception. National Association of Attorneys General. "Consumer Protection Seminar," Washington, DC April 4, 1989.
64. Consumer Survey Research for Litigation. Talk before Peper Hamilton & Sheetz's Advertising and Consumer Protection Seminar." Washington, DC. May 22, 1989.
65. Things I wish Lawyers understood. Presented at American Marketing Association, NY Chapter Conference on "Marketing and the law: A growing partnership." New York, June, 1989.
66. Avoiding Pitfalls in Constructing a Consumer Survey. Presented at Franklin Pierce Law Center, Conference on "Patent, Trademark and Computer Litigation: Trial Techniques & Strategies." Boston, September 11, 1989.
67. When asking questions is asking for trouble. Marketing Research Council. November 16, 1990. Yale Club, New York.
68. Experimental designs in deceptive advertising and claim substantiation research. Better Business Bureau - National Advertising Division Workshop: "Advances in Claim Substantiation" New York. April 30, 1991.
69. Misleading research on the subject of misleading advertising. Talk delivered to the Pharmaceutical Advertising Council, New York. October 20, 1992 and January 21, 1993.
70. Litigation Surveys. New York Intellectual Property Law Association. Fordham University, Law School. November 1994.
71. Survey Research Evidence in the Court. Delivered at the Federal Judicial Center's (National workshop for District Court Judges I) Atlanta, Ga. March 21, 1995.
72. Survey Research Evidence in the Court. Delivered at the Federal Judicial Center's (National Workshop for District Court Judges III) Seattle, Wa. August 31, 1995.